

Message Text

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47

ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 131214Z MAY 74

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 8976

INFO AMEMBASSY VIENNA

AMCONSUL POZNAN

UNCLAS WARSAW 02631

EO 11652: N/A

TAGS: BEXP, PL

SUBJECT: POLISH PLANS FOR BREAKFAST CEREAL PLANT

REF: STATE 085955

POZNAN 0006

FOR COMMERCE: BEWT

VIENNA FOR EWTC

1. DIFFICULT TO DETERMINE QUALITY OF POLISH INTEREST IN CORNFLAKES PLANT DESCRIBED REF B. US BUSINESSMEN WHO ARE PURSUING THIS PROJECT HAVE INFORMED US THAT INTEREST IS VERY STRONG AT ASSOCIATION OF THE POTATO INDUSTRY (INVESTOR) AND AT POLIMEX-CEKOP (FTO). NONETHELESS, ONE OFFICIAL AT MINISTRY OF FOOD INDUSTRY DERIDED WHOLE IDEA AS FANTASY, STRESSING THAT POLISH WOULD NOT BUILD A PLANT WHICH WOULD HAVE TO OPERATE ON IMPORTED CORN. FOREIGN TRADE ENTERPRISE ROLIMPEX, HOWEVER, INFORMED ON US BUSINESSMAN THAT IT WAS INVESTIGATING FEASIBILITY OF IMPORTING CORN FOR BREAKFAST CEREALS AND MIGHT CONSIDER FAVORABLE AN ARRANGEMENT BY WHICH EXPORT OF PACKAGED CORN FLAKES WOULD RETURN ENTIRE COST OF CORN PLUS HARD-CURRENCY PROFIT.

2. IT APPEARS TO US THAT POLES HAVE NOT YET SERIOUSLY

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EXAMINED FEASIBILITY OF THIS PROJECT. NOT ONLY IS SOURCE

OF CORN UNKNOWN, BUT POSSIBILITIES FOR MARKETING CORN FLAKES IN POLAND, WHERE DRY, COLD BREAKFAST CEREALS ARE VIRTUALLY UNKNOWN, HAVE YET TO BE STUDIED. MINISTRY OF FOOD INDUSTRY APPEARS OPPOSED TO EXPENDITURES OF HARD CURRENCY FOR THIS PROJECT AT PRESENT TIME, ALTHOUGH THIS COULD CHANGE IF IT COULD BE DEMONSTRATED THAT CORN FLAKES COULD PROFITABLY BE EXPORTED TO WEST.

4. CORN FLAKE AND POTATO GRANULE PROJECTS ARE SEPARATE, NOT ALTERNATIVE, ALTHOUGH POTATO INDUSTRY IS INVESTOR IN BOTH CASES.

5. US FIRMS ACTIVELY PURSUING CORN FLAKE PROJECT HERE INCLUDE FMC, WORKING WITH UNNAMED "OUTSIDE CONSULTANTS" WHO CAN PROVIDE TECHNOLOGY, AND KELLOGG, REPRESENTED BY OMNIMARKETS, INC., OF CHICAGO AND BRUSSELS. (COMMERCIALY CONFIDENTIAL INFORMATION).
DAVIES

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974WARSAW02631
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740116-0886
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740551/aaaabtje.tel
Line Count: 79
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 085955
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 01 NOV 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 NOV 2002 by shawdg>; APPROVED <04-Nov-2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: POLISH PLANS FOR BREAKFAST CEREAL PLANT
TAGS: BEXP, PL
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005